



The City of Ferndale

Agenda

Monthly Meeting of the Downtown Development Authority (DDA) Board of
Directors Downtown Development Authority Meeting

THURSDAY, MARCH 12, 2020 @ 8:00 AM

300 E NINE MILE ROAD

FERNDALE MI 48220

1.Call to Order

2.Approval of Agenda

3.Community Reports

4.Call to Audience

5.Presentation

- 5.a. [COVID-19 Coronavirus Preparedness and Communications Update](#)
- 5.b. [Meeting Kickoff Updates from Executive Director](#)
- 5.c. [Downtown Maintenance Updates](#)
- 5.d. [Payment in Lieu of Parking Request from The Grasshopper Underground](#)
- 5.e. [Budget Workshop #2 - Fiscal Year 2020 Midyear + 5 Years](#)

6.Consent Agenda

- 6.a. [Approval of Minutes](#)

7.Action Items

- 7.a. [Selection of Board Member for The dot Experience Planning Committee](#)

8.Information Items

9.Call to Committee Chairs, Board Members & Staff (note more than 3 minutes)

10.Adjournment

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: COVID-19 Coronavirus Preparedness and Communications Update

INTRODUCTION

SUMMARY & BACKGROUND

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

COVID-19 Coronavirus Preparedness and Communications Update from the Chief of the Ferndale Fire Department

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Meeting Kickoff Updates from Executive Director

INTRODUCTION

SUMMARY & BACKGROUND

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Executive Director and DDA staff provide general updates to Board of Directors.

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Downtown Maintenance Updates

INTRODUCTION

Updates provided by the Department of Public Works Regarding Downtown Maintenance

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

Downtown Maintenance is budgeted under general ledger code 248-000-931.000: Facilities Maintenance. The DDA is in the second year of a two-year contact with DPW for this service, with an original budget of \$180,000 per fiscal year. The proposed budget from the Executive Director reduced that to \$165,000 based on projections from DPW. The current spend for Fiscal Year 19-20 is approximately \$91,000. This includes staff time and general equipment only, it does not include plant material.

CIP#

N/A

ATTACHMENTS

[March Board Meeting Update_DPW.pdf](#)

STRATEGIC PLANNING CONTEXT

Supported Infrastructure

RECOMMENDED ACTION

Review and discuss update

DDA Monthly Report

Goals:

We have been focusing on our plans for this coming year for our work in the DDA. This month, we will have a heavy focus on spring cleaning and putting the winter weather behind us. Major sweeping, debris cleanup, and power washing will be the focus outside of normal housekeeping operations. There is a plan to install the rainbow lights from the construction fencing on W. Troy in the alley cut through from W. Troy to Nine Mile.

Accomplishments:

We completed a walkthrough of the district with DDA staff a few weeks back. The purpose of the walkthrough was to identify where and what type of new improvements that DDA staff would like to see over the course of the year. Thus far, we have made one major sweeping of 9 Nine Mile and will continue to do some throughout the DDA. Outside of the lights on 9 Nine Mile, all holiday lights have come down over the past week.

Challenges:

Cardboard in the sanitation areas continues to be an ongoing issue in the DDA. The biggest issue is that boxes are not broken down properly causing overflows of the containers. If the boxes are broken down properly, more material can fit into the containers and keep the areas cleaner. We have been running a couple of people on Saturday and Sunday to help police this issue.

Upcoming:

We will be preparing for the spring planting, keeping up with the spring cleaning, and daily operations over the course of this month. There is also a possibility to begin prepping beds later in the month to get a head start on the spring plantings.

The demolition of Schiffer Park will begin the week of March 9th. The demolition is slated for a week depending on conditions. Afterwards, DPW will pull out of the site until it is time for our other work items later in the project schedule.

Construction on the W. Troy water main will begin on March 9th. Communication has been pushed out to all the businesses that are directly adjacent to the site and that will be impacted by service line disconnection and reconnection. The DPW will continue to work with DDA staff on communication throughout the project. The goal is to have the water main replacement completed in 17 working days.

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Payment in Lieu of Parking Request from The Grasshopper Underground

INTRODUCTION

The Grasshopper Underground located at 22575 Woodward Avenue has submitted plans to add a rooftop patio to their building. The addition triggers Payment in Lieu of Parking requirements for property in the Central Business District. These requirements dictate that In lieu of physically providing some or all of the off-street parking spaces required by ordinance, the City Council may permit an applicant to pay a one-time fee to the City in lieu of one or more of the required parking spaces upon a finding and determination by council. Council may approve, deny, or approve in part an application, and staff are seeking input from the DDA Board of Directors regarding next steps. No action is being requested at this time.

SUMMARY & BACKGROUND

The Grasshopper Underground is a lively urban nightspot. In February, 2020 they submitted plans to the City of Ferndale to add a rooftop patio to their property. According to the Ferndale Code of Ordinances, Part II, Chapter 24, Article X, Sec. 24-233 - Off-street parking requirements; businesses licensed for the sale of alcoholic beverages for on-premises consumption, located within the Central Business District must meet off-street parking requirements by providing 1 parking spot per each 100 sq. ft. of floor area. In lieu of physically providing some or all of the off-street parking spaces required, City Council may permit an applicant to pay a one-time fee to the City in lieu of one or more of the required parking spaces upon a finding and determination by Council.

This fee is established by the City Council as \$5,000 for the first 5 spaces, \$4,000 for spaces 6-11, and finally \$3,000 for spaces in excess of 11. In order to substitute a payment in lieu of parking requirements for this project in its entirety, the estimated fee is \$81,000 based on currently submitted plans.

City staff are requesting a review and discussion by the DDA Board of Directors in March 2020, potentially followed by a vote to recommend or deny the application in April 2020. The feedback received will be shared with the City Council to inform their review of the matter.

BUDGETARY CONTEXT

In order to substitute a payment in lieu of meeting the parking requirements for this project, the estimated fee is \$81,000 based on currently submitted plans. This fee would be submitted to the City of Ferndale.

CIP#

N/A

ATTACHMENTS

[Summary of project - Ferntop - 03.06.2020.pdf](#)

STRATEGIC PLANNING CONTEXT

Economic Prosperity

RECOMMENDED ACTION

Review and discuss the project proposed by The Grasshopper Underground, as well as the implications related to the Payment in Lieu of Parking requirements for property in the Central Business District. No vote or action is being requested at this time.

Summary of project

Re: Grasshopper Rooftop

22757 Woodward Ave. (Parcel 24-25-34-126-017)

Brief History

- In May 2016 site plans were submitted to the City of Ferndale by Troy Ramroop, then the owner of Grasshopper Underground, for a proposed rooftop lounge at 22757 Woodward Avenue which is the building at the southwest corner of Nine Mile Road and Woodward Avenue.
- In August of 2016, the City of Ferndale Planning Commission and City Council approved the project.
- Thereafter, Mr. Ramroop transferred ownership of Grasshopper Underground and the project was placed in the hands of the new ownership team.
- The new ownership duo of Grasshopper Underground and the building owner, Woodward Investment Properties, in a joint venture, Ferntop LLC, now with full momentum, seek approval to reinstate the project and proceed.
- While the project and its site plan have not been materially modified it will be updated to address revised building codes and any concerns raised by the City of Ferndale.
- On February 26, 2020 representatives of Ferntop, LLC and the City of Ferndale met to discuss the project. This included a discussion on fire suppression and plans for egress from the rooftop in the event of a fire. The proposed plans were well received by the City with general acknowledgement that any issues could likely be addressed and should not ultimately prevent approval of the project.
- As the property is in the CBD and the rooftop area is a change of use, the City has indicated that the payment in lieu of parking ordinance applies to this project. City Planning Manager, Justin Lyons, has calculated (22) twenty-two off-street parking spaces are needed, (based on 2,198 net square feet). This equates to a fee in the amount of \$81,000.00.
- The implementation of this project will provide an exciting seasonal option to the Grasshopper Underground operation which currently primarily operates in the subterranean level of the same building.
- This unique and exciting venue placed in the same quadrant as the new Dot, will provide spectacular views of historic Woodward Avenue that reach from the GM Building in Detroit to Downtown Birmingham. It will further showcase Ferndale's dynamic and strategic position in Southeastern Michigan and along the M1 corridor.
- Ferntop, LLC seeks the DDA Board's insight, input, and advice to help make this exciting project successful and that we believe will add a new dimension and energy to Ferndale's spectacular downtown.

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Budget Workshop #2 - Fiscal Year 2020 Midyear + 5 Years

INTRODUCTION

The DDA Executive Director has presented a draft budget to the DDA Board of Directors during the regular meeting on February 13, 2020. This budget included midyear revisions to the current Fiscal Year 2020, a Triennial Budget for Fiscal Years 2021-2023, and a two year projection for Fiscal Year 2024 and 2015. This second Budget Workshop provides a final opportunity for feedback and revisions before the DDA Board of Directors votes to recommend that the City Council approve the DDA budget.

SUMMARY & BACKGROUND

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council.

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. The draft budget presented also includes midyear revisions to the current Fiscal Year 2020 and an additional 2 year projection, in accordance with City policy.

Revenue and staff expense projections included in the draft budget are pending final review from City staff, but were developed collaboratively.

BUDGETARY CONTEXT

Annual revenues have exceeded expenditures for about 10 years, resulting in an available fund balance of \$963,408 as of the end of Fiscal Year 2019. This has allowed for large scale capital and outreach projects in Fiscal Year 2020, which will use approximately \$565,000 of fund balance. This represents an increase from the projected fund balance use in the first Budget Workshop on 2.13.20 to represented the approved increase in funding to Schiffer Park.

CIP#

N/A

ATTACHMENTS

[DDA Budget Overview.pdf](#)

[DDA FY20 Mid + 5 Budget _DDA BOARD COPY.pdf](#)

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

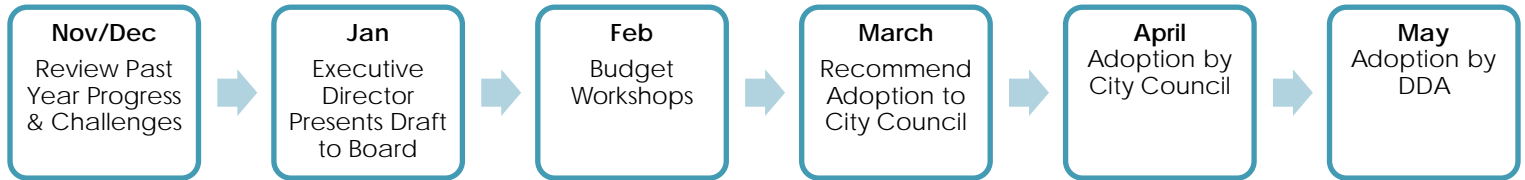
RECOMMENDED ACTION

Review proposed budget and provide feedback for the Executive Director.

Budget Process

Ferndale Downtown Development Authority

The budget process is an opportunity to evaluate the successes of the past year and look towards improvements for the coming year.



DDA Budget Overview

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July – June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council. The Board may, however, temporarily adopt a budget in connection with legal requirements for any revenue bonds issued.

How it Works

The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Our work has long lasting impact on the community. A Triennial Budget covers 3 fiscal years (July-June).

FY 20-21 Budget Calendar

Complete by		Task
<input type="checkbox"/>	November/December	Review the progress towards goals, using existing planning documents such as the DDA Strategic Plan and Development/TIF Plan. Brainstorm projects and vision for upcoming budget cycle.
<input type="checkbox"/>	January 24	Executive Director presents draft budget to the DDA Board of Directors and the City of Ferndale along with mid-year updates to the current fiscal year budget.
<input type="checkbox"/>	February 3-7	Executive Director hosts office hours for DDA Board of Directors to meet and ask questions one-on-one.
<input type="checkbox"/>	February 13, 8am	DDA Budget Workshop during Regular Meeting.
<input type="checkbox"/>	Late Feb/Early March	POTENTIAL FOR EXTRA CALLED MEETING TO REVIEW UPDATED DRAFT
<input type="checkbox"/>	March 12, 8am	DDA votes to recommend that the City Council adopt DDA Budget.
<input type="checkbox"/>	April/May	City Council votes to adopt the Triennial Budget, including the DDA and other Agency budgets.
<input type="checkbox"/>	May 14, 8am	DDA votes to adopt their budget for the upcoming fiscal year.

Downtown Development Authority Proposed Budget

Presented by the Executive Director on 2.13.20
Updated on 3.5.20

Includes:
Midyear Revisions - Fiscal Year 2020
Triennial Budget - Fiscal Year 2021, 2022, 2023
Projections - Fiscal Year 2024, 2025

		2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2019-2020 BUDGETED	2019-20 REVISED	2020-21	2021-22	2022-23	2023-24	2024-25
		ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY TO DATE	ORIGINAL BUDGET	REVISED BUDGET	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
GL NUMBER	DESCRIPTION													
248-000-402.000	Property taxes	\$475,117	\$467,987	\$450,411	\$441,064	\$472,008	\$265,747	\$464,207	\$464,207	\$479,483	\$498,633	\$500,466	\$494,539	\$494,539
	FOOTNOTE AMOUNTS: (2017-18 To ?) Library capture - Extnd FY18& FY19 see attch agreement							\$44,090	\$44,090	\$45,758	\$45,438	\$45,120	\$44,713	\$44,713
	FOOTNOTE AMOUNTS: (2017-18 To ?) Capture - assumes roll back of 0 each year							\$420,117	\$420,117	\$433,725	\$453,195	\$455,346	\$449,826	\$449,826
248-000-402.001	Property Taxes - personal													
248-000-402.005	Property Taxes - Loss in Change of PPT		\$30,618											
248-000-402.200	Reimbursement for PPT Loss				\$28,765									
	TIF REVENUE	\$475,117	\$498,605	\$450,411	\$469,829	\$472,008	\$265,747	\$464,207	\$464,207	\$479,483	\$498,633	\$500,466	\$494,539	\$494,539
248-000-403.100	Property Tax Chargebacks	\$12,604	\$12,203	\$9,607	\$2,116	\$7,099								
248-000-404.000	Voted Property taxes	\$53,803	\$55,785	\$56,209	\$57,182	\$60,775	\$39,983	\$63,657	\$63,657	\$65,825	\$68,068	\$70,387	\$72,837	\$72,837
	FOOTNOTE AMOUNTS: (2019-20 To ?) Assumes rollback of .9913								\$63,657	\$65,825	\$68,068	\$70,387	\$72,837	\$72,837
248-000-404.001	Voted Property taxes - personal													
248-000-523.000	Federal grant					\$10,000								
248-000-545.000	State grant					\$2,500								
248-000-550.010	State PPT Loss Reimbursement	\$30,618	\$0	\$0	\$2,061	\$36,773	\$35,180	\$0	\$35,180					
248-000-582.000	Local grants						\$8,000	\$0	\$30,500	\$15,000	\$12,500	\$12,500	\$12,500	\$12,500
	FOOTNOTE AMOUNTS: (2020-21 To ?) Main Street Oakland County Recurring Select Level Community Grants - Tech Assistance, In Your Town, Conference Travel Reimbursement								\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Main Street Oakland County Grant Application - Flagstar								\$6,000					
	FOOTNOTE AMOUNTS: (2020-21 To ?) Main Street Oakland County Grant Application - Genesis Micro Business									\$2,500				
	FOOTNOTE AMOUNTS: (2020-21) Community Foundation of Ferndale - Affirmations Bench								\$2,000					

	FOOTNOTE AMOUNTS: (2020-21 To 2021-22) Main Street Oakland County - Tech Assistance FY 18-19 (Held for Schiffer Park)								\$10,000					
248-000-610.000	Participation fees	\$200												
	(2020-21) Remove category. Will put all donations/sponsorships into Contributions moving forward.													
248-000-665.000	Interest Income	\$9,928	\$18,435	\$7,621	\$12,932	\$30,942		\$0	\$0					
248-000-675.000	Contributions	\$59,738	\$19,813	\$18,359	\$15,790	\$17,860	\$11,585	\$20,000	\$17,204	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
	FOOTNOTE AMOUNTS: (2019-20 To 2024-25) Sponsorships and Fees from Events/Marketing								\$12,230	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
	Moved from Contributions - DDA- Public Art								\$4,949					
	Moved from Proceeds - DDA Special Events								\$25					
248-000-675.248	Proceeds- DDA Special Events				\$887		\$25	\$0	\$0					
248-000-675.500	Contributions - DDA - Public Art			\$4,925	\$555	\$11,604	\$4,949	\$3,000	\$0					
248-000-676.101	General Fund contrb.													
248-000-695.000	Miscellaneous income													
248-000-698.000	Net unrealized gains	-\$57	\$13,550	-\$11,061	-\$5,249									
248-000-699.661	Transfer In from Motor Pool													
248-000-699.677	Transfer In from HR Fund													
	TOTAL REVENUE	\$641,951	\$618,391	\$536,071	\$556,103	\$649,561	\$365,469	\$550,864	\$610,748	\$580,308	\$599,201	\$603,353	\$599,876	\$599,876
	TOTAL STAFF EXPENSES	\$159,884	\$142,995	\$189,817	\$195,476	\$196,770	\$109,649	\$200,688	\$184,040	\$156,240	\$162,852	\$169,758	\$176,977	\$184,522
248-000-730.000	Postage, Mail processing	\$92		\$48	\$13			\$500	\$500	\$500	\$500	\$500	\$500	\$500
248-000-740.000	Operating Supplies	\$37,264	\$22,280	\$34,558	\$31,947	\$27,013	\$2,414	\$22,000	\$7,500	\$9,000	\$6,000	\$8,000	\$7,000	\$8,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) General Office Supplies								\$4,000	\$5,500	\$5,500	\$6,000	\$6,500	\$6,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Computer Equipment								\$1,500	\$1,500		\$1,500		\$1,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Office Furniture, Decor, and Organization								\$2,000	\$2,000	\$500	\$500	\$500	\$500
248-000-740.248	Operating - DDA Special Projects				\$245	\$245								
	(2020-21 To ?) REMOVE CATEGORY - SPECIAL EVENTS COSTS WILL BE CODED TO 248-000-885.000													
248-000-747.000	Grant Activity													
	FOOTNOTE AMOUNTS: Removed category.													
248-000-752.000	Motor Fuel / Lubricants													
248-000-775.000	Repair & Maintenance	\$2,082	\$1,083	\$495	\$1,096	\$473		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
248-000-802.000	Audit/Actuarial Fees	\$1,000	\$1,000	\$1,000	\$1,014	\$103		\$1,010	\$1,010	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
248-000-818.000	Contractual Services	\$47,236	\$68,095	\$26,878	\$5,100	\$78,761	\$43,529	\$15,000	\$162,500	\$112,200	\$59,200	\$32,200	\$32,200	\$32,200
	FOOTNOTE AMOUNTS: (2018-19 To 2020-21) Development and CIP Plan								\$30,000					

	FOOTNOTE AMOUNTS: (2018-19 To 2020-21) Flower pots/planters (Moved to Facilities Maintenance)							\$10,000						
	FOOTNOTE AMOUNTS: (2018-19 To 2020-21) IT Services and digital media maintenance (Separated into specific line item)							\$5,000						
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Legal Services								\$6,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
	FOOTNOTE AMOUNTS: (2020-21 To 2021-22) Website Redesign									\$25,000				
	FOOTNOTE AMOUNTS: (2020-21 To 2021-22) Branding Services									\$20,000				
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Graphic Design Services - Digital and Print Collateral								\$2,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Social Media Management Services								\$3,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500
	FOOTNOTE AMOUNTS: (2020-21) GovHR Recruitment Services for Executive Director								\$12,500					
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Website Domain Registration and Hosting - Dotster & Newtek								\$500	\$500	\$500	\$500	\$500	\$500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Email Hosting - AppRiver								\$600	\$600	\$600	\$600	\$600	\$600
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Subscription Services (MailChimp, Mood Media, etc)								\$500	\$500	\$500	\$500	\$500	\$500
	FOOTNOTE AMOUNTS: (2020-21) Experience Planning Services for The dot - Ideation Orange (10k covered by MSOC grant)								\$33,500					
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) CRM System - Quickbase								\$2,400	\$600	\$600	\$600	\$600	\$600
6	FOOTNOTE AMOUNTS: (2020-21) Business Retention Campaign - A. Victoria Mae								\$25,000	\$19,000				
	FOOTNOTE AMOUNTS: (2020-21) Parking Deck Mitigation Activities Moved from Misc						\$30,000	\$50,000	\$34,000	\$8,000				
	FOOTNOTE AMOUNTS: (2020-21) Frosty Ferndale Holiday Campaign Moved from Misc								\$12,000	\$15,000	\$15,000			
	FOOTNOTE AMOUNTS: (2020-21 To 2022-23) Marketing/Advertising								\$5,000	\$12,000	\$12,000			
	Main Street Oakland County Grant Expenditures									\$12,500	\$12,500	\$12,500	\$12,500	\$12,500

248-000-818.600	Contractual Services - Special													
248-000-853.000	Phone/Communications	\$4,596	\$2,156	\$951	\$555	\$772	\$130	\$0	\$800	\$800	\$800	\$800	\$800	\$800
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Phone Line Services - Ring Central								\$500	\$500	\$500	\$500	\$500	\$500
248-000-853.116	Telecom - Cell Phone EE Reimb.							\$2,340	\$1,560	\$1,560	\$1,650	\$1,650	\$1,650	\$1,650
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Cell Phone Reimbursements - 2 Employees								\$1,560	\$1,560	\$1,650	\$1,650	\$1,650	\$1,650
248-000-873.000	Training/Education	\$12,067	\$2,328	\$9,849	\$15,107	\$10,107	\$96	\$12,000	\$11,000	\$18,500	\$18,500	\$20,000	\$20,000	\$20,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Food for DDA Meetings and Activities (Not Special Events)								\$3,000	\$3,500	\$3,500	\$4,000	\$4,000	\$4,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Travel/Training for DDA Staff and Board of Directors								\$8,000	\$15,000	\$15,000	\$16,000	\$16,000	\$16,000
248-000-885.000	Special programs	\$50,600	\$26,882	\$20,018	\$22,612	\$20,984	\$14,185	\$25,000	\$20,000	\$35,000	\$35,000	\$36,500	\$36,500	\$36,500
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Special events programming								\$15,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Business Training Program								\$5,000	\$10,000	\$10,000	\$11,500	\$11,500	\$11,500
248-000-885.500	Special Programs- Public Art					\$1,308	\$300		\$3,000	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Public Art Installations								\$3,000	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000
248-000-900.000	Printing & Publishing	\$20,053	\$4,444	\$752	\$3,252	\$8,259	\$1,123	\$8,000	\$11,500	\$11,500	\$12,000	\$12,000	\$12,000	\$12,000
	FOOTNOTE AMOUNTS: Printed materials for events, marketing, etc								\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
	FOOTNOTE AMOUNTS: Office Printer Contract - Toshiba								\$3,500	\$3,500	\$4,000	\$4,000	\$4,000	\$4,000
248-000-914.000	Liability Insurance			\$1,796	\$9,527			\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
248-000-920.000	Utilities	\$16,431	\$12,585	\$10,261	\$7,064	\$13,984	\$3,472	\$7,200	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
248-000-931.000	Facilities Maintenance	\$121,912	\$141,062	\$137,595	\$153,107	\$78,055	\$55,328	\$180,000	\$195,000	\$195,000	\$200,000	\$210,000	\$215,000	\$215,000
	FOOTNOTE AMOUNTS: (2019-20 To 2024-25) Downtown Facilities Maintenance - DPW Contract							\$180,000	\$165,000	\$165,000	\$165,000	\$175,000	\$175,000	\$175,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Downtown Planting Supplies & Maintenance Materials								\$20,000	\$20,000	\$25,000	\$25,000	\$30,000	\$30,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Sidewalk Repairs (Placeholder until best management strategy can be determined with City)								\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
248-000-931.441	Facilities Maintenance - DPW													
248-000-940.200	Equipment Leases - Non-City owned													
248-000-942.000	Building Rental	\$27,479	\$20,840	\$1,773	\$1,974	\$1,958	\$373	\$2,000	\$2,400	\$2,400				
	FOOTNOTE AMOUNTS: (2020-21) Storage Facility Rental - iStorage								\$2,400	\$2,400				
248-000-943.000	Equip Rental Alloc - General Fund	\$3,901	\$1,579	\$2,740	\$546	\$248	\$703	\$600	\$600	\$600	\$600	\$600	\$600	\$600

248-000-956.000	Miscellaneous			\$428	\$758	\$7,331	\$58,248	\$50,800	\$500	\$0	\$0	\$0	\$0	\$0
	FOOTNOTE AMOUNTS: Parking Deck Mitigation Activities. Moved to Contractual Services as a more appropriate category.							\$50,000	\$0					
	FOOTNOTE AMOUNTS: Travel. Included in Training/Education							\$800	\$0					
248-000-958.000	Memberships & Dues	\$1,525	\$2,045	\$1,148	\$722	\$1,818	\$675	\$3,500	\$2,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
	FOOTNOTE AMOUNTS: (2017-18 To ?) National Main Street, Michigan Downtown Association, Ferndale Area Chamber of Commerce, American Planning Association, Michigan Association of Planning								\$2,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
248-000-961.101	General Fund Admin Allocation			\$14,422	\$16,673	\$16,508		\$16,018	\$16,018	\$14,972	\$16,261	\$16,957	\$16,957	\$16,957
248-000-965.100	Contributions to General Fund							\$0	\$205,000	\$0	\$0	\$0	\$0	\$0
	FOOTNOTE AMOUNTS: (2019-20 To 2020-21) Schiffer Park Construction Payment to City							\$0	\$205,000					
248-000-965.585	Contributions to Auto Parking							\$0	\$250,000	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000
	FOOTNOTE AMOUNTS: (2019-20 To 2020-21) The dot Streetscape Payment to City							\$0	\$250,000					
	FOOTNOTE AMOUNTS: (2019-20 To 2039-40) The dot Debt Service - Funded via Voted Property Tax designated for funding the parking system									\$55,000	\$55,000	\$55,000	\$55,000	\$55,000
248-000-968.000	Depreciation Expense	\$42,652	\$23,495	\$23,050	\$22,913	\$16,117								
248-000-970.000	Bad Debt													
248-000-974.000	Public Improvements			\$10,820	\$4,815	\$12,500	\$6,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
	FOOTNOTE AMOUNTS: (2017-18 To 2024-25) BUILD Grant								\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
248-000-977.000	Capital Outlay	\$5,191				\$4,785	\$6,003	\$300,000	\$73,035	\$23,500	\$20,000	\$20,500	\$21,000	\$21,500
	FOOTNOTE AMOUNTS: The dot Streetscape Contribution to City. Moved to Contributions to Auto Parking							\$250,000	\$0					
	FOOTNOTE AMOUNTS: The dot Debt Service . Moved to Contributions to Auto Parking							\$0						
	FOOTNOTE AMOUNTS: Schiffer Park Construction Payment to City. Moved to Contributions to General Fund							\$0	\$0					
	FOOTNOTE AMOUNTS: (2017-18 To 2024-25) Holiday Lights & Decor Replacement/Update Schedule							\$50,000	\$50,000	\$5,000	\$6,500	\$6,500	\$7,000	\$7,500
	FOOTNOTE AMOUNTS: (2019-20 To 2024-25) Crosswalk Improvements							\$0	\$5,535	\$6,000	\$6,000	\$6,500	\$6,500	\$6,500
	FOOTNOTE AMOUNTS: (2019-20 To 2020-21) Affirmations Bench - \$2k from Community Foundation, \$2.5k pending from MSOC							\$0	\$15,000					

	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Downtown Furniture									\$10,000	\$5,000	\$5,000	\$5,000	\$5,000
	FOOTNOTE AMOUNTS: (2020-21 To 2024-25) Pedestrian Alley Improvements							\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
248-000-977.115	Printing and Scanning Devices					\$157								
248-000-996.000	Interest Expense													
	TOTAL NON STAFF EXPENSES	\$394,081	\$329,874	\$298,582	\$299,040	\$301,486	\$192,579	\$663,768	\$991,723	\$523,032	\$468,011	\$462,207	\$466,707	\$468,707
TOTAL APPROPRIATIONS		\$553,965	\$472,869	\$488,399	\$494,516	\$498,256	\$302,228	\$864,456	\$1,175,763	\$679,272	\$630,863	\$631,965	\$643,684	\$653,229
NET OF REVENUES/APPROPRIATIONS		\$87,986	\$145,522	\$47,672	\$61,587	\$151,305	\$63,241	-\$313,592	-\$565,015	-\$98,964	-\$31,662	-\$28,612	-\$43,808	-\$53,353
ESTIMATED REVENUES - FUND 248		\$641,951	\$618,391	\$536,071	\$556,103	\$649,561		\$550,864	\$610,748	\$580,308	\$599,201	\$603,353	\$599,876	\$599,876
APPROPRIATIONS - FUND 248		\$553,965	\$472,869	\$488,399	\$494,516	\$498,256		\$864,456	\$1,175,763	\$679,272	\$630,863	\$631,965	\$643,684	\$653,229
NET OF REVENUES/APPROPRIATIONS - FUND 248		\$87,986	\$145,522	\$47,672	\$61,587	\$151,305		-\$313,592	-\$565,015	-\$98,964	-\$31,662	-\$28,612	-\$43,808	-\$53,353
BEGINNING FUND BALANCE		\$389,071	\$652,312	\$797,831	\$845,505	\$907,092		\$1,058,397	\$1,058,397	\$493,383	\$394,418	\$362,757	\$334,145	\$290,337
FUND BALANCE ADJUSTMENTS		\$175,255												
ENDING FUND BALANCE		\$652,312	\$797,834	\$845,503	\$907,092	\$1,058,397		\$744,805	\$493,383	\$394,418	\$362,757	\$334,145	\$290,337	\$236,984

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens
SUBJECT: Approval of Minutes

INTRODUCTION

N/A

SUMMARY & BACKGROUND

N/A

BUDGETARY CONTEXT

N/A

CIP#

N/A

ATTACHMENTS

[DDA Minutes Feb 2020.pdf](#)

STRATEGIC PLANNING CONTEXT

Organizational and Financial Excellence

RECOMMENDED ACTION

Approval of minutes from the DDA Board of Directors meeting held on 2.13.20.



**Ferndale Downtown Development Authority
Board of Directors Meeting**

Thursday, February 13, 2020

8:00 A.M.

Ferndale City Hall
300 E. 9 Mile
Ferndale, MI 48220

Minutes

1. ROLL CALL

CALL TO ORDER: 8:03 am

MEMBERS PRESENT: Jackie Smith, Janice Semma, Nathan Martin, Sarah Brown, Chris Johnston, Blake Scheer, PJ Jacokes, Mayor Melanie Piana

MEMBERS ABSENT: Jerome Raska

STAFF PRESENT: Lena Stevens, Sommer Realy

GUESTS PRESENT:

- Dustin Leslie, Mike Pierce of Charles William Group and Jessie Bates of JSB Squad
- Jon Moses, Ideation Orange Creative Director
- Jordan Twardy, Community and Economic Development (CED) Director
- Carlos Kennedy, DPW Director
- Sheryl Stubblefield, Director of Finance
- Joseph Gacioch, City Manager

2. APPROVAL OF AGENDA

Motion by member Nathan Martin seconded by member PJ Jacokes to approve the agenda.

All ayes, motion carries.

3. COMMUNITY REPORTS

4. CALL TO AUDIENCE

5. PRESENTATIONS

a. Meeting Kickoff Updates from Executive Director

Executive Director Lena Stevens welcomed newest appointed DDA board member Sarah Brown, owner of Cross Fit at 160 Vester Ave in Ferndale.

Stevens mentioned that clarification is needed on the number of members who should sit on the DDA Board of Directors. Currently there are eight board members in addition to the Mayor, and state law allows up to twelve. A decision will be made during upcoming by-laws update on the on number of members that are ideal to improve transparency.

Banners from lampposts were removed in the downtown area. Many were outdated and extremely faded. There are no current plans for replacement, but it will be considered as the branding and outreach efforts commence next fiscal year.

A business newsletter was launched to help improve engagement and promote open lines of communication. Open rate has increased with more outreach related to The dot in recent months, however click rate remains low. Staff will monitor and attempt to modify content in the future to engage more readers.

A monthly business meetup will be launched on February 25th business meetup. It will be regularly scheduled for the last Tuesday of every month at 9am at Affirmations.

Discovery Walks have been a success. DDA staff Sommer Realy schedules individual meetings with business owners and keeps track of information regarding downtown maintenance collected. This information is relayed to the Department of Public Works during bi-monthly meetings.

b. Downtown Maintenance Update

DPW Director Carlos Kennedy has been speaking with member Raska regarding the hanging flower baskets. A list of plant material has been supplied with modifications to the previous structure. Next week the list will be discussed, and final decisions will be submitted to nursery. The street poles they attach to have weight limits that need to be considered. Larger basket look can be achieved by different plant material and improved watering schedule. Flower baskets are installed Memorial Day weekend around the 23rd of May.

DPW downtown maintenance team has been restructured. Director Kennedy introduced Derrik Raddel as the team leader who has extensive training in plant health and is familiar with the DDA region. Large projects for 2019 included substantial work to the garden beds at Nine Mile and Woodward intersection. Landscaping at the Withington wall also needed substantial improvement and additional seating was added.

Board Member Chris Johnston thanks Director Kennedy for the collaborative efforts to keep downtown maintained.

Board Chair Jackie Smith asked about when the trees are replaced. Director Kennedy confirmed that trees are replaced in the spring as necessary. Chair Smith asks if there an alternative to planting trees, something that could withstand the salt and winter damage. Director Kennedy will explore alternative options to replacing trees.

6. CONSENT AGENDA

- a.** Approval of the Minutes of the Regular Meetings held January 9, 2020
Motion by member PJ Jacokes seconded by member Janice Semma to approve the consent agenda as presented.
All Ayes, motion carries.

7. ACTION ITEMS

a. Budget Workshop – Fiscal Year 2020 Midyear + 5 Years

Executive Director Lena Stevens explained how the budget process works with the City of Ferndale and how the DDA can align their budget process with that timeline. Each triennial budget includes updates to the current fiscal year, 3 years of proposed budgets, and 2 additional years of projections. November/December will be the time for the DDA to begin discussing priorities for the next fiscal year. The Director will supply a proposed budget in January and host workshops and meetings in February and March. In March, the DDA will vote to recommend their budget be adopted by City Council. Following City Council adoption, the DDA Board of Directors will formally adopt the budget.

Director Stevens provided a spreadsheet outlining the proposed budget and conducted a presentation to review the priorities and goals. She noted that her approach to budgeting is conservative in that revenues are estimated lower and costs are estimated higher. Additionally, items have been shifted to more appropriate general ledger codes to improve consistency and transparency. There was significant variability in expenditure coding, which should stabilize with additional detail added to the budget, however it does make year to year comparisons in each category challenging.

Board Chair Smith asked how much has been spent in parking mitigation so far. Director Stevens explained that \$50,000 was budgeted, and approximately \$30,000 has been spent to date. An additional \$19,000 was spent on business engagement from a budget of \$25,000. Director Stevens has proposed that an additional \$4,000 be included in the current fiscal year to and \$8,000 next year to continue the DDA's contribution to this effort. These funds can be used to help market The dot once it is open to the public. Director Stevens noted that a business manager expressed a positive opinion about the impact of the communications related to The dot in recent months.

Board Member Sarah Brown asked if the Downtown Ferndale business page is that still being used. Director Stevens is reviewing the functionality of this page to develop a recommendation. Member Brown expressed the importance of a private community message board that is for the business community.

Board Member Brown asked if business turn over and new leases are being tracked. Director Stevens confirmed that statistics are sent every quarter to Main Street Oakland County, though the tracking and reporting process needs improvement. Member Brown inquired on what happens when a business leaves and if there is an exit interview. Community and Economic Development (CED) Director Jordan Twardy addressed the board and explained the channels and the plan in place moving forward. It has been informal to date and CED is working towards formalizing the process. A formal presentation on Open in Ferndale will take place in the next couple of months and the DDA Board will be asked for their input. This service implantation will flatten the communication and offer an organized, easy to understand platform. Open in Ferndale is being integrated now, presentation will take place before April.

Director Stevens explained the projected expenditures. Staff levels will be reduced to 2 full time employees, with contractors being used for specialized services like graphic design and social media management. The term Downtown Experience will be used to refer broadly to maintenance, sidewalk repairs, city scape funding, public art, etc. Director Stevens explained that operational expenses should be lowered through savings such as elimination of the storage unit, and changes to the CRM system.

Director Stevens reviewed the goals and projects included in the proposed budget: branding campaign, new website, business guide, annual report, new events, more business training opportunities, street furniture/art, social media improvements, policy reviews with the City of Ferndale and and collaborative project with the Ferndale Public Library. Mayor Piana noted that there may be potential on collaborating with the Parks & Recreation department for the library courtyard.

The Fiscal Year 2020 budget proposed using \$485,000 of fund balance, while the Fiscal Year 2021 budget proposed using \$100,000 of fund balance.

Revenue collected fluctuates and Finance Director Sheryl Stubblefield explained why regarding the PPT loss reimbursement. The State of Michigan passed a law giving exemptions to small business. Each year she supplies a report to the county that shwing the local impact of the exemption, and the county calculates a reimbursement. Director Stubblefield expressed the uncertainty of the funds being collected. This year's funds have already been collected, so they are included in the revised budget. However, this revenue is not included in future projections due to variability. Interest income is also not included as net unrealized gains can negate that revenue.

Director Stevens mentioned that by the end of March, the DDA Board needs to recommend the adoption of budget to council. Board Chair Smith confirmed the board can request one on one meetings with Director Stevens prior to the March board meeting to discuss budget. DDA Board will use the regularly scheduled March meeting to conduct a second budget workshop and schedule a special meeting to recommend adoption to the City Council.

b. Schiffer Park Contribution Increase Request

Director Stevens presented a request to increase the funding allocated for the Schiffer Park Improvement Project from \$75,000 to \$125,000. She noted that the second round of proposals have significantly outpaced the project budget. The internal project team has been working together to re-evaluate the project scope and provide alternates that are in line with the original design while reducing the overall project cost. The alternates also provide the opportunity for a second phase of construction at a later date.

Director Stevens included a contribution of \$125,000 in the Fiscal Year 2020 Mid-Year revisions presented to the Board of Directors earlier in the meeting. It is included in Contributions to General Fund 248-000-965.100. The original contribution for this project was \$75,000, included in the Capital Outlay section of the Fiscal Year 2019 Budget. However, this contribution was not moved to the Fiscal Year 2020 Budget when

construction was delayed. In order to meet the construction deadline, the contract must be presented to City Council at the February 24, 2020 meeting.

Board members reviewed design and discussed proposed changes including removing the mounded hill, creating a center space for weddings or other events, or moving the future seat platform closer to Nine Mile Road. Director Stevens noted that there is no opportunity for redesign given the project schedule, but the requests will be noted. Board Member Scheer asked that the DDA logo be included on the signage at the park.

Board Member Brown asked if Hamilton Anderson is the same company that the DDA has been experiencing issues with on CIP plan. Director Stevens confirmed this company was used for both projects.

Director Stevens discussed that Parks & Recreation Director, LaReina Wheeler has been managing the Schiffer Park project, coordinating the value engineering process in order to save costs. The original design included a seat platform and it has been redesigned to incorporate a turfed mound. Total current project cost is approximately \$450,000 plus an additional cost for professional fees of \$30,000-\$40,000. The current project budget is set at \$358,000: \$75,000 from DDA, \$183,000 from the City of Ferndale, \$90,000 from Ferndalehaus, and \$10,000 from Main Street Oakland County. The proposed increase to \$125,000 was requested of the DDA before project costs were finalized due to the meeting schedule, and even if approved would leave a budget shortfall.

CED Director Twardy explained that \$90,000 from Ferndalehaus is broken into two \$45,000 payments. There is the potential for damages to be accrued with Ferndalehaus if the project is not completed by June 1, 2020, however, there are ongoing discussions with that partner to extend the timeline. Securing the increased contribution from the DDA is important immediately so that they project can continue to move forward.

Board Member Jacokes asked if the members can vote to contribute more than the requested \$125,000. Director Stevens confirms that is within their rights and would be much appreciated by the City of Ferndale.

Twardy recommends that they approve the budget to not exceed a specific amount, providing Director Stevens with flexibility should the project expenditures be finalized at a lower level than anticipated.

Mayor Piana stated concerns related to the design and who the park was developed for. She expressed concern related to the proximity of the stage to the adjacent residential properties and that the focus of the park is for dogs and not people. She requested that maintenance costs associated with dog waste removal be included in the planning process. Mayor Piana also asked about how the City would manage the homeless population.

Board Chair Smith mentioned it is important to determine how to activate the park with local business offerings. A process and schedule of engagement should be created to engage this space. She noted that a management plan for dog waste must be in place and asked about the possibility for future equipment to be installed for children. Board Chair Smith also brought up the concern regarding the homeless population and requested a cost estimate from DPW for ongoing maintenance.

Director Stevens noted that Parks & Recreation has demonstrated a clear willingness to work with the DDA on programming the space, and she looks forward to the collaboration.

Motion by Member PJ Jacokes to approve an increase in the Schiffer Park contribution from \$75,000 and no more than \$205,000. Seconded by member Nathan Martin.

All Ayes, motion carries.

c. Experience & Art Planning for The Dot

Director Stevens welcomed Jon Moses, Creative Director of Ideation Orange to explain the process for creating an experience plan for The dot. Construction timeline will determine when art can be installed, but planning will start immediately and is expected to take approximately 3 months.

Board Members expressed that the brand and art developed for The dot can be utilized moving forward for the DDA rebranding. Member Martin asked for detail regarding the placement of art in the office entry and plaza and Director Stevens committed to getting clarity on the placement as the process moves forward. She confirmed that art will be placed in the space owned and controlled by the City of Ferndale. Board Members expressed a preference the local artist be used whenever feasible.

Motion by member Chris Johnston to authorize the Executive Director to enter into a contract with Ideation Orange for experience and art planning at The dot in an amount not to exceed \$36,000 seconded by member Nathan Martin.

All Ayes, motion carries.

• Unscheduled Presentation: Update About The dot Construction Process

City Manager Joseph Gacioch addressed the Board with an update on the current status of The dot. In January 2020, he was made aware of a budget shortfall to address an issue with the fourth-floor ceiling of the parking deck. The original budget for the multi-use building did not include the appropriate costs to account for the critical nature of this part of the infrastructure in supporting the office space or anchor the building façade. While the matter is under investigation and portions of the costs will be reimbursable by the developer, the City Council approved the request to move forward with the change order for \$1 million to complete the fourth floor.

City Manager Gacioch is in the process of reviewing the process that led to this budget shortfall, but did not want to slow construction while it is being investigated.

Mayor Piana stated Council is in support of this strategy. She noted that partners will be asked to accept their financial responsibility, and that while City Manager Gacioch has taken much of the responsibility, he does not need to take it all.

City manager Gacioch stated there are no additional costs being requested of the DDA.

- d. Approval for Spring Fest 2020 Event Agreement With Charles Williams Group
Dustin Leslie and Mike Piece of Charles William Group and Jessie Bates of JSB Squad proposed a partnership with the Downtown Development Authority to expand their Spring Fever event to include local artists performing in pedestrian alleys and promotional material for local music/food specials happening at participating restaurants and bars. Director Stevens recommends this event as a pilot designed to kick off the outdoor patio season with little impact to the DDA's minimal staffing resources.

CWG (Charles William Group) shared their ambition to include as many local businesses as possible in this event. Businesses will not have to pay to participate or be promoted, though they can choose to pay for music inside their businesses if they choose. The goal is to bring awareness of what is happening in the Ferndale. Buskers (musicians) will be incorporated at venues that are not normally seen as a destination for music. Dustin Leslie stated he is the GM of WABCO, employed by Chris Johnston.

Mayor Piana requested that walkability be highlighted in promotional materials as well as the SmartBus.

Board Chair Smith requested that there be a focus on retailers in addition to restaurants.

Motion by Member Sarah Brown to approve contract with Charles Williams Group not to exceed \$4000 for event planning and management services for Spring Fever 2020.

Seconded by Member PJ Jacokes.

Member Chris Johnston abstains.

Quorum met, motion carries.

8. INFORMATION ITEMS

- a. Review of Job Description for Engagement Manager Position

The Ferndale DDA is currently staffed by the Executive Director and one part-time staff person. The Engagement Manager will be a full-time position. While the DDA office has traditionally been staffed by three full-time staff, the proposed budget includes two full-time staff supplemented using consultants and specialists in various areas. According to the DDA Bylaws, the Executive Director shall be responsible for all staff hiring and personnel decisions. Board reviewed the Engagement Manager job description as provided by the Executive Director and provided comments. The Executive Director shall be responsible for all other staff hiring and personnel decisions.

9. CALL TO COMMITTEE CHAIRS, BOARD MEMBERS & STAFF (note more than 3 minutes)

Member Johnston suggested that we fill all the 12 seats on the DDA Board of Directors as allowed by state statute. Member Semma agreed that all seats should be filled and that a focus be placed on finding residential members.

Mayor Piana requested that they Board Diversity Matrix be filled out and shared by the Executive Director. She noted that there is an ongoing effort to standardized recruitment and appointment for all City boards and commissions.

Mayor Piana addressed the Board and Executive Director Stevens to express that this is the best budget she has ever seen. Clear and concise. She noted that the choice of Director was excellent and she is proud to be a member of the Board.

Member Martin expressed that the budget was clear and easy to understand and thanked the Executive Director for the work to present the material to the Board.

Member Brown expressed that she has enjoyed her first meeting and is excited to get to know everyone.

10. ADJOURNMENT

Motion by Member Blake Scheer, seconded by Member Nathan Martin to adjourn the meeting at 11:13 A.M.

All ayes, motion carries.

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Selection of Board Member for The dot Experience Planning Committee

INTRODUCTION

SUMMARY & BACKGROUND

BUDGETARY CONTEXT

CIP#

ATTACHMENTS

STRATEGIC PLANNING CONTEXT

RECOMMENDED ACTION

Vote on one representative from the DDA Board of Directors to serve as the representative on The dot Experience Planning Committee